

STAYING GREEN

January 2008

"Customers love the fact that we're a green, socially responsible business. And so far we have not had to compromise at all, except on our timeline to go green!"

Diane Livoti,
Metro Dog
(Pet Care),
Richmond

APRIL 24TH IS THE DATE!

We're celebrating our Ten Year Anniversary at Lindsay Wildlife Museum in Walnut Creek! Enjoy a great evening with your fellow Green Businesses with delicious

food, a video highlighting GBs, cutting edge vendors to help green your businesses, and speakers on why to tell the world you are green—and, most

importantly, *how to do it!* This is *free* for our GBs. And at Lindsay, a GB *and* a terrific place, you'll be able to commune with the owls *and* enjoy food from our own GBs!



GREEN TIPS...on Greenwashing

One definition of Greenwashing is "The act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service." To show how often this is happening, TerraChoice Envir. Marketing surveyed over 1,000 "green" products and identified "Six Sins of Greenwashing":

- The Hidden Trade-Off – e.g., toxic electronics touting energy efficiency
- No Proof – no certifiable verification of green claims
- Vagueness – e.g., "All natural" products with naturally occurring toxics
- Irrelevance – e.g., "CFC-free" products where CFCs have been banned
- Fibbing – making false claims about certification
- The Lesser of Two Evils – e.g., organic cigarettes

What can you do? Look for independent third party certifications, such as Green Seal (various products; includes some Zep products!) and EcoLogo (various products), EPEAT (computers—click on Manufacturers on the left; a great website), Energy Star, Forest Stewardship Council (wood products) and

COOL WEBSITES

CatalogChoice.org helps you eliminate those pesky catalogs! Just do a quick registration and then mark all the catalogs you don't want. And you can go back later to select more. If you're into alternative cars, check out **PlugInAmerica.org**, **evworld.com** and (yes

this *is* good!) **electric-cars-are-for-girls.com**. There's a lot of controversy about why electric cars were recalled and then crushed, and now plug-in hybrids seem to be gaining ground. A terrific site for recycling, reuse and green building is the County's **www.co.**

[contra-costa.ca.us/
depart/cd/recycle/](http://contra-costa.ca.us/depart/cd/recycle/)



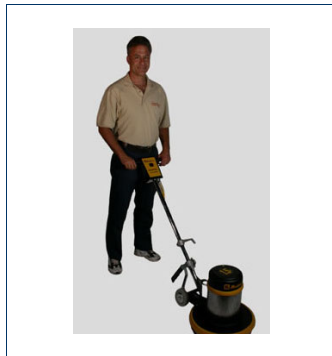
**GREEN BUSINESS
PROGRAM**

GETTING TO KNOW OUR GREEN BUSINESSES: ORGANIC CHOICE CARPET CLEANING

Skin Rashes Lead to Going Green—Back in 2002, David Skuse was between contracts as a software engineer. By chance he saw an ad for a water damage tech/ carpet cleaner in the newspaper and decided to try it. While he got a lot more physical exercise than he had when he was staring at computer screens, but found the chemicals used to clean were causing him skin rashes and difficulty breathing. He researched the products available and found there were some “green” products, but most still contained butyls, phosphates and other non-green ingredients.

After a period of intense research, David created Organic Choice Carpet Cleaning (www.organic-choice.com), using products like Fiber Glow and Bac-Out by Bi-O-Kleen that are all-natural, containing citrus, soy, and other non-toxic ingredients. The best part is when natural products are used with powerful hot water extraction equipment the cleaning results are usually just as good as with high chemical products.

Business for Organic Choice has been growing each year, especially as the community as a whole has embraced the idea of supporting green



Clean carpets and good health can go together!

alternatives to traditional cleaning products. David no longer has to spend time and resources on advertising and convincing people his method will work – he just concentrates on delivering the best carpet, upholstery, area/oriental rug cleaning service.

GREEN TIPS (CONTD.)

Green-e (renewable energy). A caveat here is that there *are* good alternative products out there that don't have a Green Seal certification yet may be good. In this case, you really need to do in-depth research. Consumer Reports' GreenerChoices.org is a fascinating website that can help you verify labels, choose from a variety of carbon footprint calculators, compare energy savings for a wide variety of products, etc.

WELCOME NEW GREEN BUSINESSES!

Above & Beyond
Construction, El Cerrito
All Seasons Insulation Co.,
Pleasant Hill
Argo Insurance Brokers,
Pleasant Hill
Big Air Heating & AC,
Concord
Bill's Ace Hardware Concord
Building Solutions, El Cerrito
C & T Publishing, Concord
CalFinder, El Sobrante
CFOs2GO, Lafayette
Children's Choice, Danville
Concord City Hall

Creating Sanctuary &
Success, San Pablo
Fun Photo Guys,
Pleasant Hill
Home Depot, El Cerrito
Hospitality Information
Systems, Walnut Creek
Hypercat Racing, Richmond
Invision Communications,
Walnut Creek
Les Schwab Tires, Martinez
Levy Zax Construction,
Concord
Mechanics Bank, Richmond
Mechanics Bank, San Pablo

Michael Company, El Cerrito
Pretech Inc., Pleasant Hill
Progressive Wealth Mgmt,
San Pablo
R-Computer, Pleasant Hill
Rapid Recycle, Pacheco
Scott Floor to Ceiling,
Pleasant Hill
Service by Medallion,
Walnut Creek
Supervisor Susan Bonilla,
Concord
Unique Law, El Cerrito
Veterinary Surgical
Associates, Concord

WHAT'S UP IN THE PROGRAM?

► **Green Chamber of Commerce**—Just a plug for this new organization. Find them at greenchamberofcommerce.net and go hang with them up one of their mixers! They really do represent a revised, green philosophy of doing business.

► **Measurement Grant**—We finally got funding from DTSC (state toxics) to build a database that will allow us to measure the effectiveness of our program! It will take two years to develop all of the metrics, test it out and make it operational.

► **Send me email or web changes!** Don't forget!

► **Full Page CCTimes Ad**—Just FYI, from now on our ad that lists all of you will be run every year some time in the third week of September—rather than in April.

